Catalogue and Price List of The Supply Department

Associated Billposters

of the

United States and Canada

1620 STEGER BUILDING

CHICAGO

All Orders must be accompanied by Post Office or Express Money Order, Check or Draft in payment for same. In ordering give name and number of each article ordered and advise whether it is to be shipped by Freight or Express and by what Route

Catalogue No. 1 :: Issued October 15, 1911

IMPORTANT TO YOU

THE SUPPLY DEPARTMENT was established to save money for you and every other member of the Associated Billposters of the United States and Canada, and also to furnish the best material the market affords. *Everything needed* for a billposting plant is bought through competitive bids in wholesale carload lots.

As a result *bed rock prices* are obtained, with all the discounts, including that for cash.

When you buy from the Supply Department of the Associated Billposters you are dealing with yourself at the lowest possible price, with all the margin of profit eliminated, and you will be getting your supplies at the *actual cost of production.*

JUST THINK WHAT THIS MEANS TO YOU

You get everything you need in just the quantities you require at the same price as though you were buying several carloads at a time.

The Supply Department is centrally located in Chicago, so that the freight charges will be minimized.

The marked depreciation in the quality of the steel sold for billboards made the establishment of the Supply Department necessary.

You get a double guarantee with every article you buy, whether it is a carload of steel panels with standard imprints painted to suit you, capping, posts, all complete and ready to put up, or just a single brush. There is a guarantee of the firm from which the supplies are bought and the guarantee of the Association that the qualitites shall be the best.

You will save from ten to twenty-five per cent on all your supplies.

You will be dealing with yourself instead of with strangers and you will get

QUALITY AND ECONOMY

They do not always go together, but they do in this instance. Quality and Price are the only salesman the Supply Department has.

You are not compelled to buy anything from the Supply Department. It was established for the benefit of the Association members. If you can buy cheaper and better at home, do so. If not, then buy from this Department. Always remember that everything supplied is the very best that can be secured. The best is the *cheapest* in the end. We are supplying the *best* in every line at the very lowest price possible. It will pay you to investigate and may pay you to buy all of your supplies through this Department.

If you are interested in making the greatest saving possible on your supply account; if you want to have the benefit of the best and most reliable service it is possible to get, order from your own Supply Department, and have everything shipped to you in first-class shape, ready for use.

Address

THE SUPPLY DEPARTMENT

1620 Steger Building

Chicago, Ill.

Framework for Steel Sections

Steel Sections—Fig. 1

The frame shown above is made of 1 x 4 inch dressed white pine lumber, very carefully selected.

Diagram shows strips of steel fastenings at all intersections, designed to hold the frame solidly and firmly together. These strips are all double coated with a heavy paint before being used, thereby making them last longer and eliminating the possibility of rusting.

Everybody has the privilege of manufacturing his own sections or procuring them wherever he likes, but the cheapest and best way is to secure your sections from your own Supply Department, at the wholesale prices, as the sections will then all be uniform in size, well built, and all prepared ready to nail on your framework, so that your board, when completed, will be absolutely first-class in every respect.

It is not the intention of the Association to run the Supply Department for profit, but to assist those members who desire to improve their plants, by providing them with the necessary material at the lowest possible price.

Face of Steel Sections

Steel Section—Fig. 2

Above is the front view of a steel section, ready to put up. This section is 10 feet high by 5 feet wide, made of two sheets of steel 30 by 120 inches, 26 gauge and specially galvanized.

Note how these sheets are lapped over each other, thereby keeping the air away from the paper. In this way you save the expense of frequent renewals.

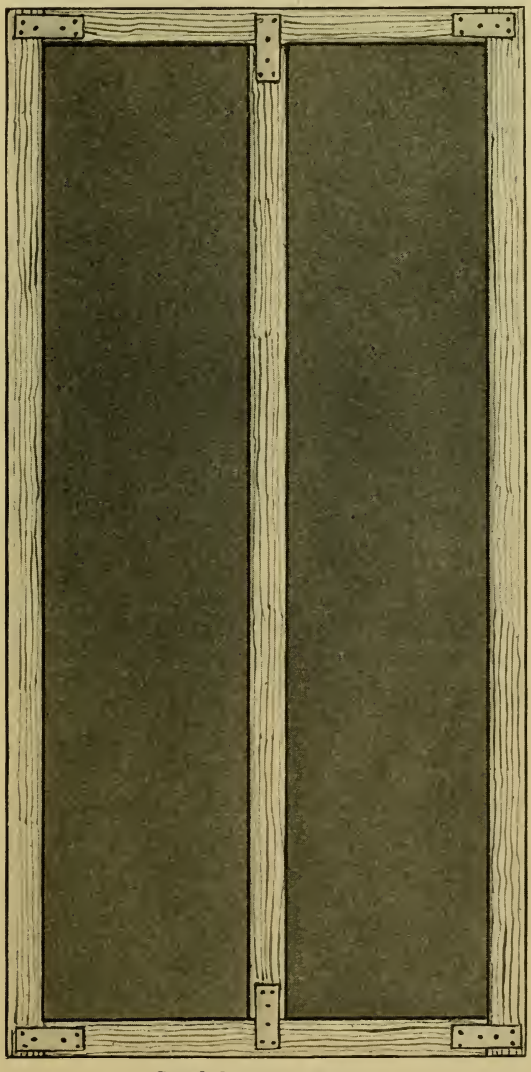
The back of each sheet of steel is carefully painted with two heavy coats before it is put on the frames. In this way its life is prolonged, and the danger of rusting partially eliminated.

One of the first objections advanced against steel boards was their excessive cost, and this objection is still urged in some quarters. This is a mistaken idea. While the first cost is slightly more than for the old style wooden boards, they are much cheaper in the long run.

When you buy steel sections of your own Supply Department, you are getting a grade of steel that cannot be obtained of your local dealer, as we have a mill under contract. All steel we buy must come up to a certain standard and have a certain amount of spelter to the square foot. Before the sheets are put through the galvanizing vat they are washed with a special acid to remove all foreign substances.

The steel we use is unannealed. Therefore, it is harder and will withstand more pressure and last longer than the ordinary steel which is annealed, as the annealing makes the steel soft, where for billboard construction we want a hard steel that will hold its shape.

Rear View of Steel Sections



Steel Section—Fig. 3

The diagram on page 5 shows the rear view of a steel section. Note the special bracing at the corners, which insures stability. Also it helps to keep the section in shape. Note how the outside sheet extends out over the baton, so as to lap over the section adjoining it after it has been fastened to the stringers.

These sections are all made on a solid steel table, thereby making the sections true and absolutely flat, and eliminating the possibility of the iron being wrinkled or buckled after it is made up. By using this steel table, each section is exactly the same size and shape as all other sections, which makes them interchangeable.

It is the steel board that makes the 12 cent rate possible.

The difference between a 7 cent rate and a 12 cent rate will make up the added cost within 6 months, and will pay the entire cost of the boards within two years.

When this is considered in conjunction with the satisfaction of having an up-to-date plant—one on which the best of service can be given—there can be no doubt that steel boards are cheaper than wood.

This result is impossible to obtain unless the sections are made on a solid steel table which is perfectly made, braced and cannot get out of shape.

When you get ready to build new boards, think over what we have said and profit thereby, as this experience has been gained after very careful study and consideration of all the parts that go in together to make good billboards.

To get the business and increase the revenue of your plant, you must have a plant that will be up to standard and meet all the requirements of the Association.

By getting your sections here from your own Supply Department you are benefiting yourself, increasing your business, and meeting all the requirements of the Association as far as construction of the boards is concerned.

Interior View of Factory

Interior View—Fig. 4

The above cut and diagrams show the interior of the steel section room in the factory of the Supply Department, with men at work on the table building the sections.

The steel used is twenty-six gauge, thirty inches wide by one hundred and twenty inches long, and receives an extra coat of spelter at the mill to prolong its life and keep it from rusting. Strips of steel are riveted at each intersection, and the construction is unequaled.

These sections are made up and crated so that they can be shipped securely to any part of the United States.

Instructions how to build good boards will be sent to any plant owner free upon request.

Price of steel sections . . . . . each, $2.55

In ordering supplies please bear in mind that we are required to ask that all orders for supplies be accompanied by remittance in payment for same, because we are buying in large quantities and paying cash so as to be able to reduce the cost to a minimum. By doing this we can sell so that members receive the benefit of all cash discounts as well as the lowest prices obtainable.

Elder & Jenks' Billposters Paste Brushes

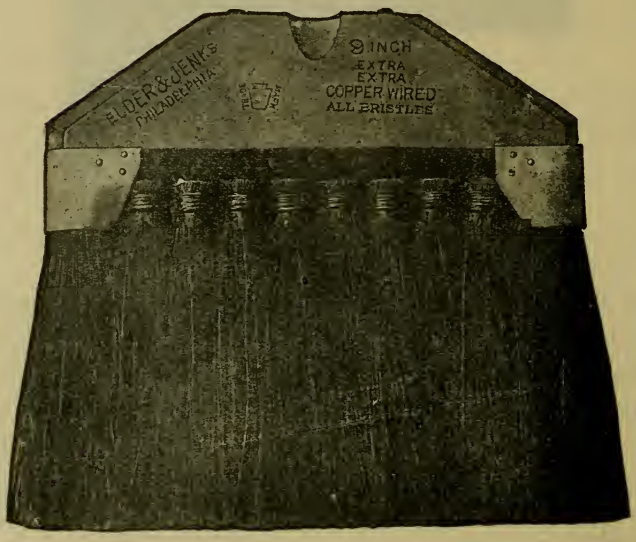


Fig. 5

EXTRA EXTRA CIRCUS BRUSHES

The brush with the reputation, used and praised by all circuses throughout the United States and abroad. Made of heavy Russian bristles, copper wired, metal protected corners, extra heavy and long.

9-inch block, 10 knots . . . . . each, $3.50

Elder & Jenks' Billposters Paste Brushes

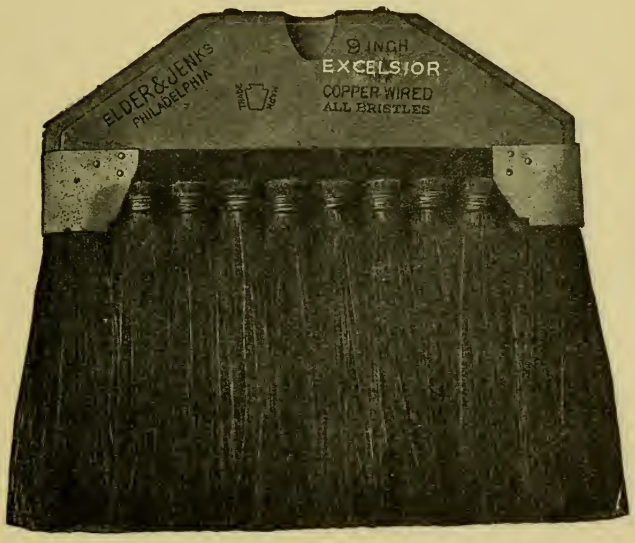


Fig. 6

EXCELSIOR

Made of selected gray Russia bristles, very heavy, copper wired, improved light weight block, metal protected corners, particularly adapted for circus and big sheet work.

9-inch block, 10 knots . . . . . each, $3.00

Elder & Jenks' Billposters Paste Brushes

10

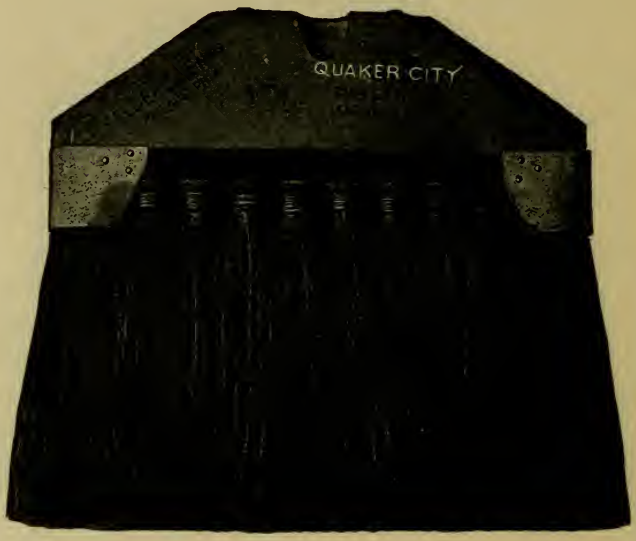


Fig. 7

QUAKER CITY

A good medium brush, made of selected gray Russia bristles, copper wired, metal protected corners, a good paste carrier.

9-inch block, 10 knots . . . . . each, $2.50

Elder & Jenks' Billposters Paste Brushes

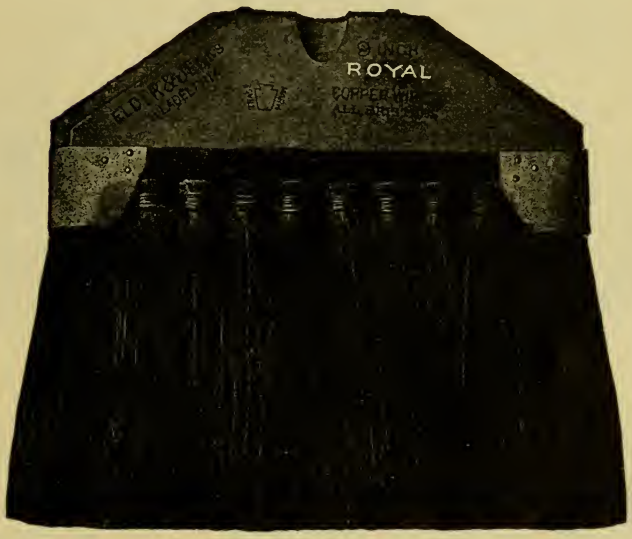


Fig. 8

ROYAL

Made of selected particularly strong black China bristles, grading in length and weight in accordance with price.

No. 10.5–0.	9-inch, heavy	each,	$3.00
No. 10.7–0.	9-inch, extra, extra heavy	"	3.50

Elder & Jenks' Billposters Paste Brushes

Fig. 9

SNIPERS 9-INCH BRUSH

This brush is made for all kinds of small work, such as sniping, and is used for big sheet work in some plants.

It is used exclusively in the East in the big cities where the billposter has to work from a ladder to post his paper, as a long handled brush would be in the way. Every billposter should have one of these brushes on hand.

Snipers 9-inch brush . . . . . each, $3.50

We show you here five different styles of Billposters' Paste Brushes. Pick out the brush that compares favorably in price with the one you have been buying, order one for trial, and you will be convinced of the difference in value.

Blanking Paper

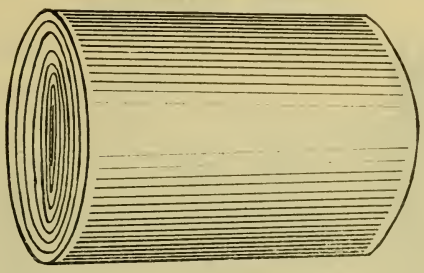


Fig. 10

The Above Cut is of a 7-inch Roll of Blanking Paper

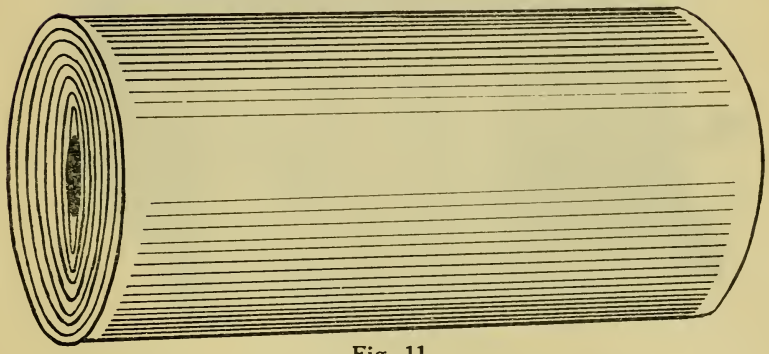


Fig. 11

This Cut is of a 14-inch Roll of Blanking Paper

It makes no difference which you buy, either the 7-inch or the 14-inch rolls, the price is all the same so far as the size of the rolls is concerned.

This paper has been especially made for the Supply Department and is the standard as adopted at the last meeting of the National Association.

We can furnish this paper as follows:

White fadeless, small hand rolls, per 100 pounds $4.20
Mandarin, as near fadeless as it is possible to buy, in small hand rolls, per 100 pounds 3.85

One of the requirements of the Association now is that all boards shall be blanked. Quoting from the constitution and by-laws of the Association, as follows: "A strip of blanking paper not less than 7 inches wide must separate each poster, and the bottom of all billboards must be trimmed with blank under all posters. Blanking paper *must* be used, and not *old posters.*"

We have a machine that was especially designed and built for the Department. The large rolls of paper bought direct from the mills, are cut and rolled by this means into the seven and fourteen inch lengths in small band rolls, about three inches in diameter, so that they are easy to handle.

Paste Cookers

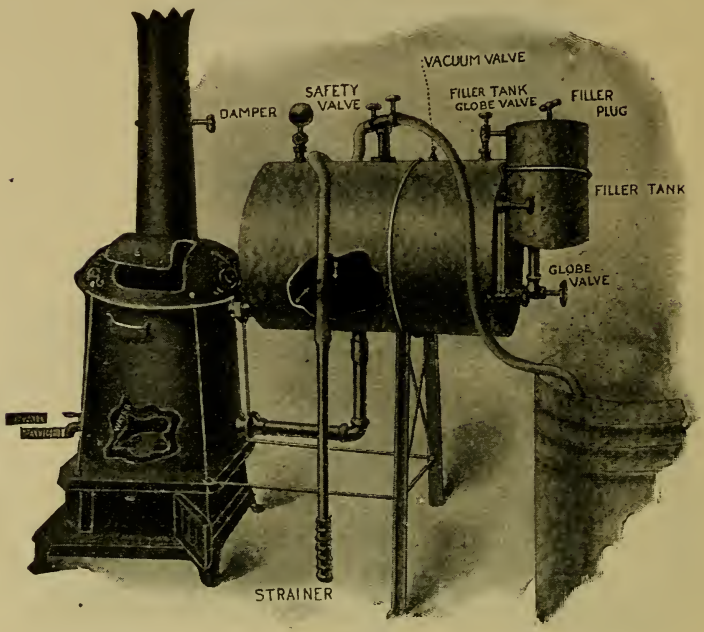


Fig. 12

We Carry the Ripley No. 20-A Combination Boiler and Heater

Billposters cook or boil their paste and save time and expense. Simply fill with water until water shows about 3 inches in gauge glass, then light fire and steam will be up in 15 minutes. When you have steam up, simply turn steam into tank or barrel, and your paste will be cooking. You can boil from one to three barrels at a time, if necessary.

The manufacturers of this cooker guarantee it to heat more water, generate more steam, with less fuel in less time, to last longer and to be safer than any other cooker on the market. Many of these are in use and are highly recommended in all parts of the United States. It only requires about 5 to 10 pounds of steam to cook paste or heat water with it. With the patent filling tank, water can be put in boiler at any time without allowing fire to go down. Do not compare this boiler with the flue or any other on the market, as it will outlast half a dozen flue cookers.

It has no flues to rust out, fill with soot, leak, freeze and burst, but is always ready for use. We can prove to you that this boiler will save enough in time, labor and fuel to soon pay the difference in price between it and some cheaper make.

Buy the best. It will mean dollars saved in the outcome.

Ripleys' No. 20 Paste Cooker

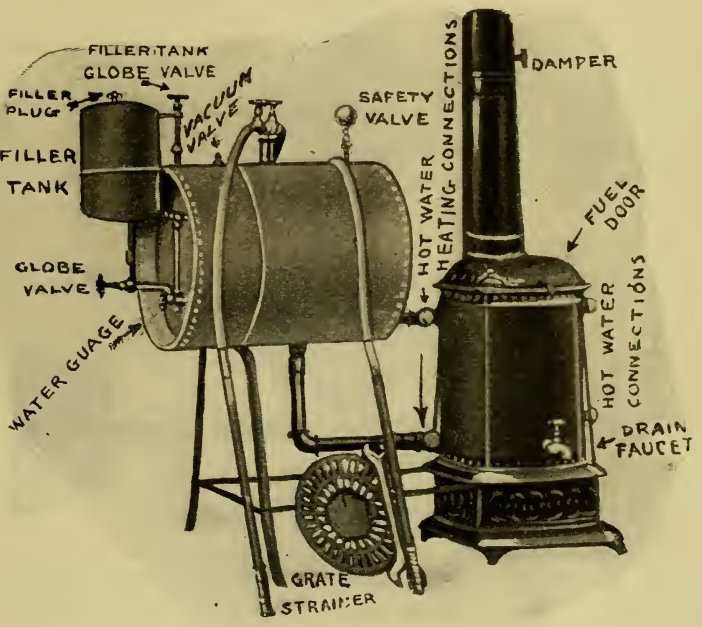


Fig. 13

These cookers come in two sizes, the No. 20 and the No. 20-A, the difference being in the construction. The No. 20 will do all the work the other cooker will do, but is not so well constructed. The No. 20-A is better connected, the boiler is 22 inches in diameter, 30 inches long, and has extra heavy boiler heads. Fire box is 20x24 inches, and is a double cylinder, which is at all times surrounded with water, and will not burn out. Has a revolving grate with slide to remove ashes and clinkers. Has water gauge, safety valve and vacuum valve. Fire box rests on and is bolted to heavy cast base, which is so arranged to make the fire easy to control as a heating stove. Boiler rests on steel frame, has large ash box and fuel door; will burn coke, coal, wood, etc.

Dimensions: Height from floor to top of filler tank globe valve, 5 feet; length 5 feet 4 inches; width 2½ feet; shipping weight 400 pounds.

No. 20-A.	Price, each	$48.50
No. 20.	Price, each	40.50

These prices are all F. O. B. Chicago.

Brush Handles

Fig. 14

These handles come in both curved and straight shapes; are made of selected seasoned ash.

This is the very best handle that we can buy.

8 feet long, curved, price each $0.35
8 feet long, straight, price each 35

Scrapers for Removing Dead Paper from the Boards

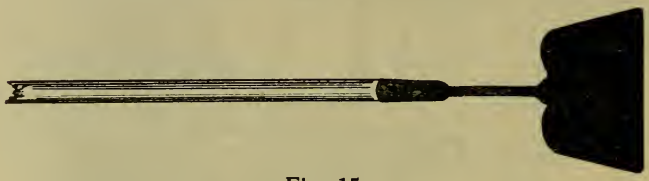


Fig. 15

The Association requirements are that all boards shall be properly stripped of the old dead paper before new paper is posted. The scraper shown above is made especially for this purpose and is highly recommended.

Billposters' Scrapers, each $0.45

Billposters Polished Tacks

Fig. 16

Just Like Cut. Actual Size

6-oz. in 125-lb. kegs, per 100 lbs. $5.25
25-lb. boxes, per box 1.45
25-lb. boxes, per 100 lbs. 5.65

The Supply Department carries a specially polished tack, made exclusively for us, and the only tack that will not rust. This tack is used by all the big circuses. It is a departure from the old-fashioned tack. All these tacks are put through a special process, after which they are very highly polished.

Emblem Cuts

Fig. 17

Emblem cuts, each $0.25

Association emblem cuts like the above, made of zinc, can be used in printing stationery of all kinds. Every member should have an emblem cut, which is one of the duly adopted badges of the Association.

Cold Water Paste

We have the only real cold water paste on the market. It is specially prepared for the Supply Department, in a granulated form. All it needs is the addition of cold water to be ready for use.

This paste is invaluable to a man that has an outside town to bill, as this paste can be handled in a better manner than the old style paste, where it is cooked. This being in a powder form, is a great deal easier to move from place to place.

We can furnish this paste in any quantity desired F. O. B. Chicago.

In 50 and 100 pound bags . . . . . per lb., $0.06

The maunfacturer of this paste guarantees it to be free from dry chemicals that would be injurious to the paper and eyes.

Distributing Sacks

Fig. 18

These sacks are especially made for the Supply Department from a design submitted by us. They have been successfully tried out by a number of large firms and found to be entirely satisfactory. They are made of heavy canvas, in a dark brown color, with strong reinforced shoulder straps. The canvas is doubled at the ends and on the bottom. In fact, is made doubly strong wherever the strain is greatest.

We can furnish these singly or in large quantities.

Distributing bags, each $0.85

This sack is just what you want if you have any distributing to do. The equipment of your plant will not be complete without one of our distributing sacks.

Robertson Magnetic Tack Hammer

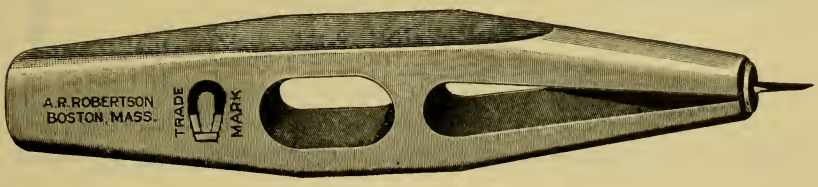


Fig. 19

This cut shows full size of an 8-oz. hammer head, with fine steel forgings, warranted to be strong, permanent magnets, and superior tools in every respect.

Price, each $1.00

Price List of the Billposters or Advertisers Hammer

Fig. 20

This hammer is especially adapted for tacking up cards and posters, and is far superior to any other tool made for this purpose. The hammer head and handle trimmings being nickel plated, prevents rusting and gives it a neat appearance. This hammer is equipped with springs on the side of the handle for holding cards, and a place to put the first tack. This hammer comes in a three-section handle, each section being 15 inches long. All handle sections are interchangeable.

Magnetic tack hammers as shown above, with 8-oz. head, each, $2.15

Robertson Magnetic Tack Hammer

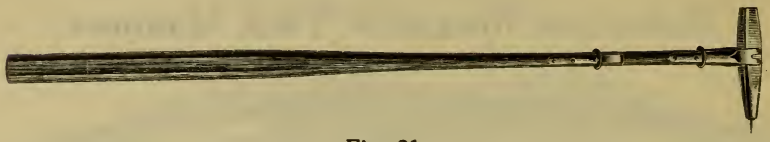
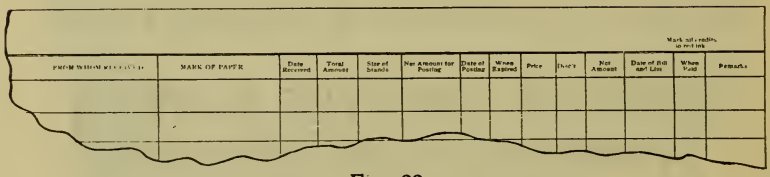


Fig. 21

For those that want a cheaper hammer, we have the plain handle with the medium and heavy weight head, as shown above.

20 8-oz. head and 15-in. handle, each $1.15
8-oz. head with 18-in. handle, with springs for holding card to set first tack, each 1.30

Billposters Account Books



FROM WHOM RECEIVED	MARK OF PAPER	Date Received	Total Amount	Size of Stands	Net Amount for Posting	Date of Posting	When Expired	Price	Disct.	Net Amount	Date of Bill or Ltr.	When Paid	Remarks

Fig. 22

A complete record that every billposter should have. It has been especially designed for the billposter in the smaller town. It fills a long felt want for the member who cannot afford to keep a complete set of books, because at a glance he can tell how his accounts stand.

It is so arranged and ruled that a member can tell at a glance the history of an order for posting, from the time the order was received to the day the bill was paid. One great feature is, that the record is all on the same page and saves the cost of a ledger, day book, or complete set of books member would need if he did not use this system. As the cut shows, this book records the time received, from whom, date, amount, size of stands, net price, date posted, when expiring, price, discount, net amount, date bill was sent, date bill was paid, and a place for remarks. The handiest book of its kind that has ever been placed before the members of the Association.

Price, each book of 175 pages. $1.00

Loose Leaf Chart Books

The Real System of Charting Paper

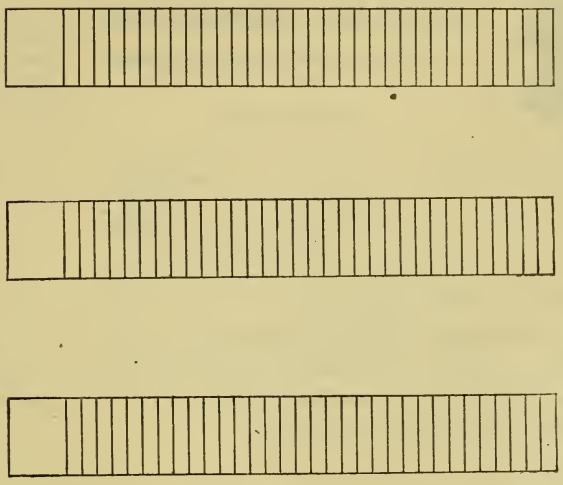


Fig. 23

These loose leaf chart sheets, 8½ x 14 inches, with three columns on each sheet like the above cut, give the exact location of each and every board in your plant, and at the same time tell you where the paper on the boards is posted. Each space shown represents a sheet of paper. For illustration, if an order of 4 by 4 or 16-sheets is charted, you would mark off four of these spaces, and then at a glance you would be able to tell the position of the stand on the board. It does away with the old time methods of going out over the plant to find where an advertiser's paper has been posted. If an advertiser wants you to submit a list of locations, all you have to do is to refer your charts and you can tell him in a very few minutes where each sheet of his paper has been placed. The time and labor saved in using a chart system is more than enough to pay for the sheets used.

Loose leaf chart sheets, per dozen $0.10

Billposters' Stationery

Cairo Outdoor Advertising Service
Bill Posting, Sign Tacking, Distributing
PHONE
3208 Sycamore Street
Members of Associated Bill-Posters of the United States and Canada
Ship Paper and Address All Correspondence to
J. M. RUTTER, General Manager
Cairo, Ill., 191

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Fig. 25

You will note the spaces that are to be filled in, the name of firm, name of manager, also the name of the city or town and the street number. This letterhead was accepted by the Committee at the last meeting of the Association and is to be the standard in the future. They can be had as follows:

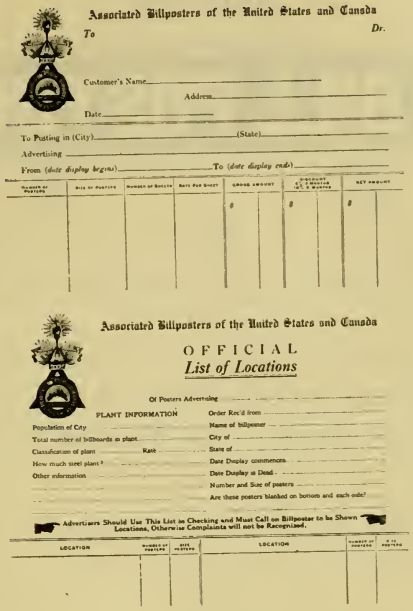
100 sheets	$0.75
300 sheets	1.25
500 sheets	1.75
700 sheets	1.85
1,000 sheets	2.00
2,000 sheets	3.90
5,000 sheets	8.00
10,000 sheets	14.00

These are printed on a heavy bond paper, the best that can be obtained.

Envelopes to match can be had in any quantities at the following prices:

100 envelopes with name and address and return card	$0.60
300 envelopes with name and address and return card	1.05
500 envelopes with name and address and return card	1.25
1,000 envelopes with name and address and return card	1.85
2,000 envelopes with name and address and return card	3.25
5,000 envelopes with name and address and return card	8.50

Location List and Bill Heads Combined


Associated Billposters of the United States and Canada

To Dr.

Customer's Name

Address

Date

To Posting in (City) (State)

Advertising

From (date display begins) To (date display ends)

Associated Billposters of the United States and Canada

OFFICIAL

List of Locations

Of Posters Advertising

PLANT INFORMATION

Order Rec'd from

Name of billposter

City of

State of

Population of City

Total number of billboards in plant

Classification of plant Rate

How much steel plant?

Other information

Date Display commences

Date Display is Dead

Number and Size of posters

Are these posters blanked on bottom and each side?

Advertisers Should Use This List in Checking and Must Call on Billposter to be Shown Locations, Otherwise Complaints will not be Recognized.

LOCATION

LOCATION

Fig. 26

These location lists and billheads, 8½ inches wide by 22 inches long, are the standard for all members of the Association. They are made so that they can be used by all the members without any changes, and in that way all the Association members using the same billhead and location lists will help to make things uniform.

These are the same as the samples which were sent out to all members of the Association and can be obtained of the Supply Department in quantities as desired.

Note that the billhead is attached to the list and can be torn off, On the reverse side the requirements of the Association are given. In this way you are showing the advertiser what the members are doing for the betterment of the service, and what is required for a Class A plant.

Prices of location lists and billhead combined as follows:

100 sheets	$0.75
200 sheets	1.50
300 sheets	2.25
400 sheets	3.00
500 sheets	3.75
1,000 sheets	6.50

Imprints

Fig. 27

These are the standard of the Association as adapted at the last meeting.

They are painted to order like cut shown below, a black background, with white letters, and rounded corners.

If you have an imprint of this kind you are meeting all the requirements of the Association in this respect.

Painted imprints like cut, 10 in. by 10 ft., each $1.25
Painted imprints like cut, 12 in. by 12 ft., each 1.50

Capping

Fig. 28

We carry only standard capping, the best selected white pine lumber that can be obtained and thoroughly seasoned, in 2 by 6 inches by 16 feet in length.

It is now one of the requirements of the Association that all billboards built in the future must be equipped with 2 by 6 capping, painted green.

The only place where this can be obtained ready to put on your boards is from the Supply Department of the Association. All Class A plants are equipped with our capping.

Capping like cut in 16-foot lengths, each $0.65

Typewriters

It is impossible to quote prices on typewriters here at this time, as there are so many different makes of machines, and hardly any two people favor the same machine.

It was decided at the last annual meeting that in future all members of the Association who wished to be in Class A should use a typewriter for their correspondence. We cannot carry a line of machines in stock, but if you will acquaint us with your choice, we will get the lowest possible price and give you the benefit of all discounts that we obtain.

Many men have made a failure because they could not write a legible hand. With a typewriter anyone can write so that it can be read.

If you are in the market for a machine let your own Supply Department know about it.

Be up-to-date in your business affairs; you can do this by using a typewriter for your correspondence.

Before the next catalogue is issued, the Supply Department may be able to make satisfactory arrangements with some standard make of machine.

So that by buying through your Supply Department you can save from 15 to 35 per cent on the price of a machine.

We are always glad to answer inquiries at all times and if we can be of service to you at any time, and aid you in buying a machine, don't be afraid to let us know your needs.

Concerning Freight Rates

It is impossible at the present time to quote freight rates on steel sections as these have not been classified by the railroads, though a classification is promised by the first of January, 1912.

In the meantime rates for shipments will be ascertained and furnished to prospective purchasers, and they will be the best and lowest possible.

All goods are shipped F. O. B. Chicago.

Nobody is compelled to use the Supply Department.

It was devised to help those members in Class "B" or Class "C" who want to give better service but who either do not know how or have not sufficient means. By these, and all others who wish to take advantage of it, supplies can be purchased practically at cost.

The only idea of the Association in establishing this department was to improve the service. The more uniform the service that is given to the advertiser, the greater benefit will this Association be to all its members.

Through the Supply Department the co-operation that comes with ideal Association will be something more than an empty theory. It will be more than a glittering generality. It will mean dollars and cents to every member of the organization who buys from the Supply Department, and it will also mean more satisfaction to the advertiser. The satisfaction of the advertiser means more business to all members of the organization.

It must be through general co-operation and mutual good will that the greatest usefulness and highest efficiency of the Association work will be attained.

The Supply Department serves to emphasize the fact that in this Association the maxim "All for one and one for all" has become a living reality in the relations of members to each other, and in their loyalty to the common cause.

The Supply Department is your own Department. You are just as much a partner in it and a director of it as if it were established in your own town and under your own supervision.

The member who purchases his supplies through the Association headquarters benefits only himself. There will be no profits except the money that is saved in each transaction.

It is worth an investigation. Compare the prices quoted in this catalogue with those that you have paid before. Then figure out the saving to yourself.

THE SUPPLY DEPARTMENT

1620 Steger Building

Chicago, Ill.